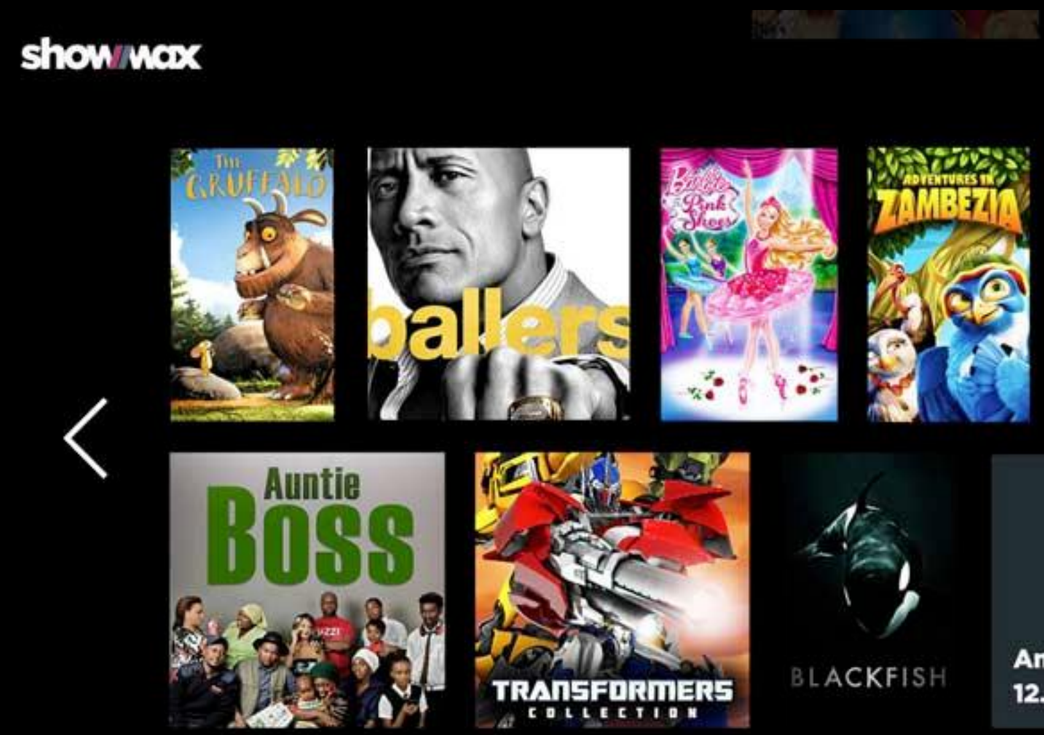
Recombee

showmax



Recombee Personalized Video Content for Showmax

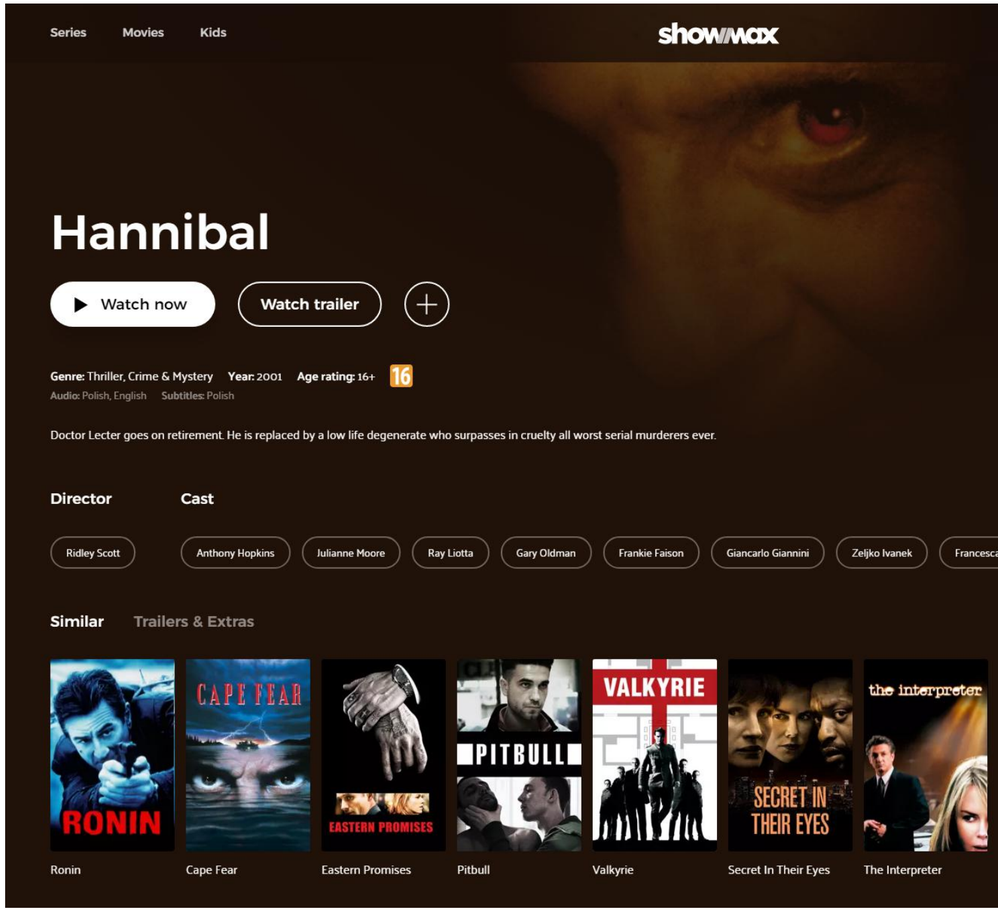
SVOD service Media

About Showmax

Showmax is a part of MultiChoice Group. For a single monthly fee, get all-you-can-eat access to a huge online catalogue of TV shows, movies, kids' shows and documentaries. Start and stop when you want. No ads. Cancel anytime – there's no contract.

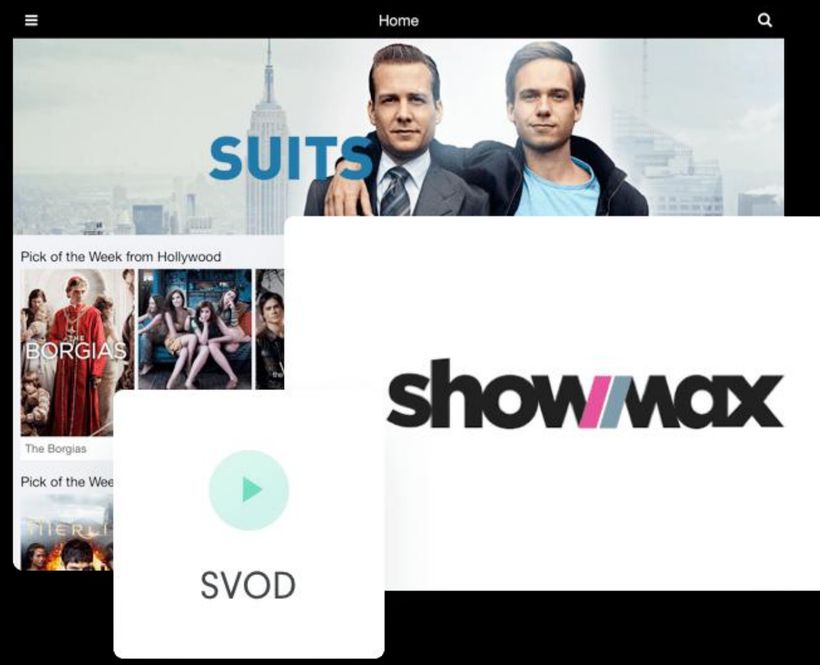
Stream Showmax using apps for smart TVs, smartphones, tablets, computers and media players. Showmax also works with Chromecast and AirPlay. Manage data consumption using the bandwidth capping feature. No internet? No problem – download up to 25 shows to smartphones and tablets to watch later offline.

Showmax was born in 2015 and is part of the Naspers group. Showmax is currently available in more than 70 countries. For a free, no-risk trial, visit www.showmax.com.



Showmax has chosen Recombee as **a long term strategic partner for personalization service**.

Together, we are developing **fast growing global SVoD service** that understands the preferences of individual users.



Situation

- Millions of Recommendation possibilities.
- Tens of thousand of videos to recommend.
- Static recommendations managed by editors.

Requirements

- Recognize preferences of individual users.
- Respond in real-time under large traffic.
- Real-time response in large traffic.
- Multiple countries and languages.

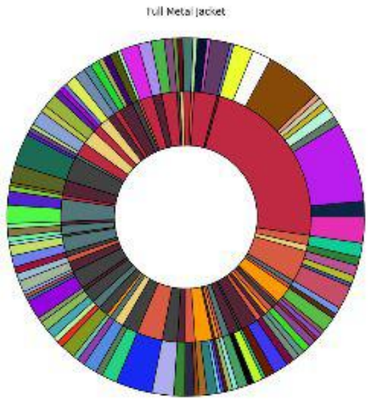
Solution 1/2

To address Showmax's needs Recombee's solution contains following:

- continuous model optimization of different scenarios on multiple devices (desktop, tablet, mobile),
- personalized recommendation rows on homepage based on different product criteria,
- watch next recommendation after the movie finishes,
- relates/similar content recommendation,
- personalized recommendation of newly published content,
- personalized recommendation of content which is about to expire soon,

Solution 2/2

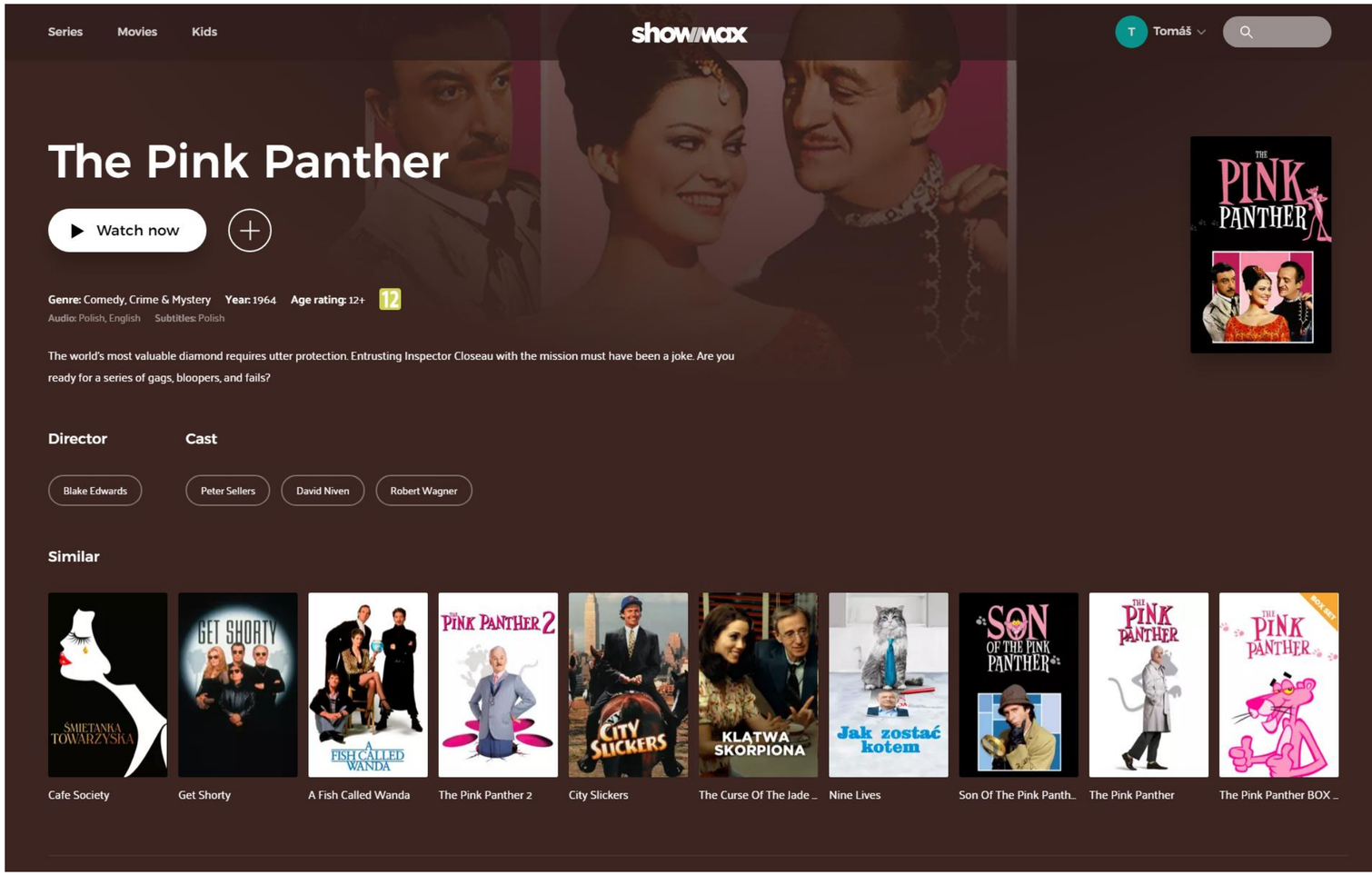
- modeling advanced business rules in ReQL, including availability in individual countries,
- mixture of collaborative filtering and content-based recommendation methods,
- adjusting custom models for Showmax to fully reflect movies:series ratio based on each user's history,
- scalable, real-time recommendation for big data and high workload,
- processing exact viewing data (percentages watched) to fine-tune then recommendation.



Recombee also engages in joint research with Showmax on recommendation based on embeddings automatically extracted from movies by artificial neural networks.

Similar Movie

Recombee applied to **Similar** Section.



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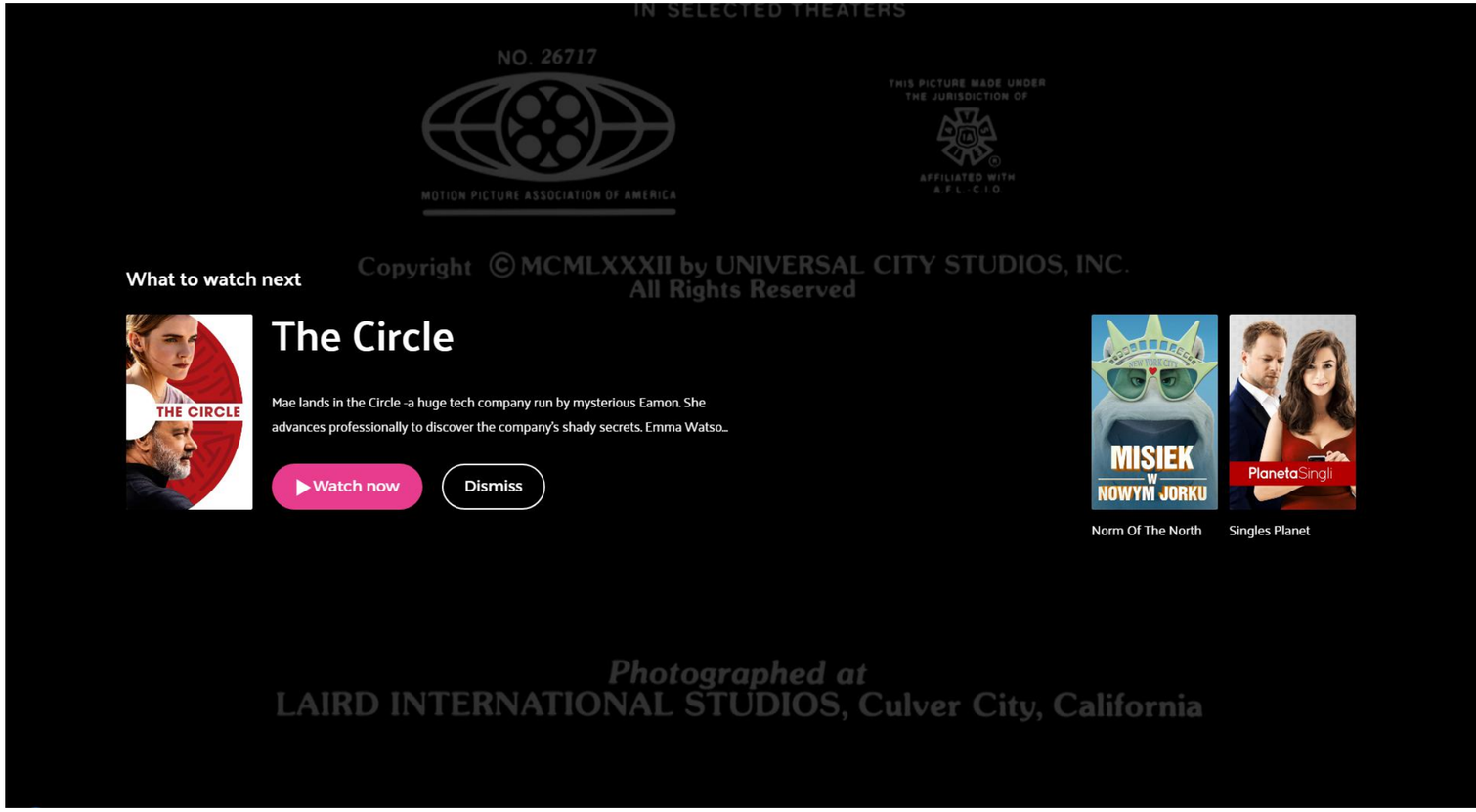
What to watch next

Recombee applied to **What to watch next** section.



Results

- **Increased** user engagement.
- **Higher satisfaction** with Showmax products.
- **Decreased** churn rates.
- **Intense** collaboration on new features.
- **Constant innovations and state** of the art algorithms.
- **Ability to customize** recommendations for business needs.
- **Ability to handle** country specific content and limitations.

Thanks to continuous support, cooperation and consultations of novel approaches how and where to use recommendation Recombee has helped Showmax to gain the competitive advantage and increase KPI's.

"Recombee is capable of scaling the service and keeps pace with our rapid growth. Constant innovation and proactive development of new features makes our collaboration smooth and pleasant."

Meindert van der Meulen Head of Strategy and Business Intelligence at Showmax

Recombee

"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

Universal SaaS solution verified on **multiple verticals**

Real time machine learning

Simple and intuitive API + **SKDs** for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs

Recombee

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